

### Omaha Auto Accessories Dealers

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Omaha has become the big center in the western territory for the automobile accessory industry. Nearly every tire company has branch houses in the city besides the numerous other houses.

Automobile dealers in the western section of the country formerly sent to Chicago and other eastern cities for all their supplies, entailing a large expense for express, besides a long wait before the shipments were received.

For the last few years Omaha has been steadily advancing along this line until today it is the greatest accessory center in this section of the country. Dealers are saved great expense and waste of time by buying from Omaha supply houses. The express expense is far less than it is from Chicago and the length of time it takes to receive the shipment after the order has been sent is not nearly so long. Another great advantage to the dealers by ordering from Omaha houses is found in the manner which their orders are handled. As soon as a supply house receives an order it is promptly filled and shipped, and the Omaha houses have the right line of goods to please the dealer.

The Omaha supply houses are Baum Iron works, Omaha Rubber company, Powell Supply company, Stora Auto Supply company and the Western Automobile Supply company.

Accessory business has grown faster than the automobile business because cars nowadays are equipped with many more supplies than they were at first. A new car now comes thoroughly fitted out with all manner of accessories and once they are installed the owner wants to keep them in the best possible condition.

The saving of time to owners by buying their supplies in Omaha is one of the most important features. For when a man is used to having his car for daily use he subjects most strenuously to having it tied up for a longer period than possible. The Omaha market does away with this delay, as three or four days is saved in buying here in preference to sending to Chicago or New York for the parts needed.

The key to success in business is the judicious and persistent use of newspaper advertising.

### Exhibitors at the Show

- Apperson Auto Company.
  - Bradley, Merriam & Smith.
  - Cadillac Auto Company.
  - Cartercar Company.
  - J. I. Case Threshing Machine Company.
  - John Deere Plow Company.
  - Deright Auto Company.
  - Electric Garage Company.
  - Studebaker Corporation, Omaha Branch.
  - Freeland Auto Company.
  - Ford Motor Company.
  - Fredrickson Auto Company.
  - W. L. Huffman Auto Company.
  - Inter-State Auto Company.
  - R. R. Kimball Auto Company.
  - Linger Implement Company.
  - Marsh Auto Company.
  - Mitchell Motor Company.
  - Andrew Murphy & Son.
  - Marion Auto Company.
  - Moline Auto Company.
  - Nebraska Buick Auto Company.
  - T. G. Northwall Company.
  - Omaha Auburn Auto Company.
  - Pioneer Implement Company.
  - Rambler Motor Company.
  - Guy L. Smith.
  - Jack Sharp.
  - Traylor Auto Company.
  - United Omaha Motor Company.
  - Van Brunt Auto Company.
  - E. R. Wilson Auto Company.
  - Wallace Auto Company.
- ACCESSORY EXHIBITORS.**
- Baum Iron Works.
  - Omaha Rubber Company.
  - Powell Supply Company.
  - Storz Auto Supply Company.
  - Western Auto Supply Company.
- COMMERCIAL VEHICLE EXHIBITORS.**
- International Harvester Company.
  - Johnson-Danforth Company.
  - John Deere Plow Company.
  - Deright Auto Company.
  - Electric Garage.
  - Andrew Murphy & Son.
  - Nebraska Buick Auto Company.
  - T. C. Northwall.
  - Jack Sharp.
  - Freeland Auto Company.
  - Drummond Motor Company.

### Motor Truck Tires Are Being Shown in Special Designs

Special design of truck tire for each and every type of car, size of load and condition of service. Such has been the dream of the truck industry that has suddenly become a reality. When you add to this the fact that each of the big distinct types is backed by a definite and specific guarantee, you can realize what a stir has been created in the truck industry.

Not an inkling of the carefully guarded secret has leaked out until the announcement was ready. It has been common knowledge for months that the truck tire industry was in an unsettled state, but no one expected such a radical step on the part of its pioneers.

The importance of this move can be judged from the fact that the Firestone company has made a large percentage of truck tires for the last ten years. Their new factory building is now in operation, giving them the largest building of its kind in the world. They have a sales and service organization of more than 100 service stations on motor truck tires, giving them unequalled facilities.

In tires on electric trucks and pleasure vehicles there is a choice between a special electric tire of standard design and the new cushion tire. The latter has a double tread and internal cavities to make easier riding. It is made in the regular side wire type and its rims are interchangeable with pneumatic rims without altering the felloes. Both tires are made of rubber that has long been known for its easy riding and economy of current consumption.

For heavy trucks there is, in addition to the regular line, a new line with a hard rubber base. It is vulcanized in the standard endless rims, but has no cross bars or side wires.

Cadillac Touring car. Price \$1,800  
F. O. B. Detroit, including standard equipment.

The "CROWN" Attraction at the New York and Chicago Shows.

Automobile Manufacturers, Dealers and Car Owners All Agreed—that this Car was the most sumptuous car ever built—regardless of price.

**Cadillac**  
1912

When you see the 1912 car you will quickly realize that only a perfect organization, with a perfect plant, could produce such a car at such a price.

Our Exhibit Will Be the Big Feature at the Auto Show

Here you will see a Cadillac Standard Chassis run by its own dynamo, this dynamo furnishing current for starting, lighting and ignition—important points to consider when buying your car. In addition to this we will exhibit practically every part that goes to make up the Cadillac car.

Interesting talks by competent men, explaining and demonstrating the duties each part has to perform. A truly interesting exhibit.

**Cadillac Company of Omaha**  
GEO. F. REIM, Pres.  
Phone Doug. 4226  
2056 Farnam Street

**International**

The Delivery Car Now Used by 50 Omaha Firms

Always "On the Job"

When purchasing a commercial car it is well to consider the standing of the firm behind the car, and the service given car owners. These features are of the utmost importance to car buyers. Delays of all kinds are costly, and where a concern helps a purchaser to keep his car in first-class condition, it is an advantage not to be overlooked. This is what the I. H. C. service means to our customers. The International Commercial Car is the dependable car for hot and cold weather, 365 days in the year, backed by a strong guarantee by a concern that is able to make good.

**International Harvester Company of America**  
INCORPORATED  
Council Bluffs, Iowa. Lincoln, Neb. Omaha, Neb.